

CONSUMER CORNER

Searching Made Simpler

(NAPSA)—Few people know that the yellow pages originated in the late 1800s when a printer ran out of white paper and was left with yellow to print a local telephone directory. Now, you can search the yellow pages in print, online and even in Spanish.

One online directory, Verizon SuperPages.com, provides a number of free features that make searching easy and enjoyable.

“Find a bakery on a map locally or across the country.”

Search for business listings a number of ways in addition to entering a simple business name or location. For example, not sure of restaurants near your hotel? Use the Map-Based search to view all restaurants within a map of the hotel location. Want to find a dry cleaner near your office? Use the Distance search and enter your office address for a list of businesses nearby. Looking for a plumber? Use Category searching to view a list of local plumbers.

“Plan the vacation you deserve.”

Enter any address to find a printable map for the location. Add a starting address to find driving directions to your destination. You may also book a hotel reservation online and search the City Pages to find specific travel information about the nation's major cities. In addition, review Mobil Travel Guide ratings of restaurants, attractions and lodging establishments nationwide.

“Which company will repair my car for \$50?”

You name the product or service at your price, and the MerchantMatch feature connects you with an appropriate vendor.

“Consult with the experts before you make a purchase.”

Search reviews, price guides



Things are looking up for people who look things up. An online directory offers some great, free services.

and comparisons for various products, such as electronics, household gadgets and toys. Also, read up on how to purchase a new or used car.

“Keep track of your favorite directory listings.”

Use My Directory to keep a record of your favorite business and personal listings, including their contact information, as well as to save your preferred starting points for distance searches.

“Can I find directories in other languages?”

If you prefer to search in Spanish, visit SuperPages.com en Español. Also, access other directories around the world in places such as Canada, Puerto Rico, South America and Europe.

These free services can be accessed from any computer with Internet access, including your local public library, which provides free online access.

SuperPages.com, which also powers directory services on sites such as Excite, Lycos, AltaVista, AskJeeves, HotBot, BigFoot, Tripod, Angelfire, InfoSpace and MSN, is produced and marketed by Verizon Information Services.